

US EXECUTIVE APPROVAL FORM

CUSTOMER NAME: Hallmark Cards

SECTION I - Approval Requests:

HQAPP Requests:

1. Load and Return language required to eliminate Missouri sales tax
2. 5 year flatlined support
3. exception to user counts based on Hallmark's actual usage :
 - Adjusted license counts according to Hallmark's actual usage:
 1. Oracle Human Resources – All full-time, part-time and retired persons
 2. Oracle Payroll – All full-time and part-time persons. Does not include retirees who are paid by ADP and won't access Oracle Payroll
 2. Oracle Advanced Benefits – All full-time, part-time and retired persons, minus 15,000 Retail Merchandisers who don't receive any benefits and won't access OAB
 3. Oracle Self Service HR – all persons who have internet access. Employees who work in plants have no internet access and won't access the self service application
 4. Oracle Time and Labor – All full-time and part-time persons. Excludes retirees who won't access OTL
 5. Oracle iRecruitment – All full-time and part-time persons. Excludes retirees who won't access iRecruitment
 6. Oracle HR Intelligence – All full-time and part-time persons.

TIER 1 Requests:

1. 70% discount worst case

TIER 2/3 Requests:

1. 2 year price hold
2. OTL control hold release – John Wookey
3. Waive CD pack fees

Previously approved requests within same quarter for same deal (include date of approval):

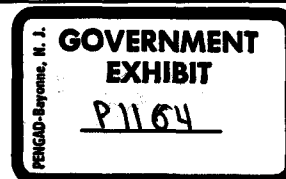
- 1.
- 2.

SECTION II – Deal Summary:

Deal Summary (modify as deal changes to reflect your worse case)	
Product Mix:	HR, payroll, OTL, Advanced Benefits, Self Service HR, iRecruitment, HR intelligence , Internet Expenses, Enterprise Edition database, 9iAS Enterprise Edition, Spatial, Partitioning
License Discount	70% (ebiz + 45%) worst case

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CONFIDENTIAL



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Support Discount	70% (ebiz + 45%) worst case
Comp & Admin Discount	45%
Phased Implementation for Comp & Admin?	See checklist below
Support Options/Holds	5 year support hold
Price Holds	2 years
List License	\$5,594,990
List Support	\$1,230,898
List Comp & Admin	\$102,302
Net License	\$1,678,497
Net Support	\$369,269
Net Comp & Admin	\$421,976
Net Price	\$2,469,742
Price List Used (specific date)	6/20/03

Migrations	
Does deal include migration (y/n)	no
Discount on migrated licenses	no

Customer history	
Existing contractual discount (price hold)	60%
Date of Price List for price hold	7/02
When does price hold expire?	12/31/03
Price hold program categories (database, server, erp, crm, hr/payroll, app suite)	HR/Payroll
Name of Agreement, if applicable	OM # 6734807

SECTION III - Justification:

- **Competitive situation against PSFT.** –Peoplssoft putting low entry price pressure on the customer. Still in the deal and dropping price to buy the business. Huge loss for them. Very strategic blow.
- EBSO, OCS, License, Support, and OFD involved.
- **Additional Product to sell** - This deal represents phase one – 50% of employee base. Phase 2 occurs when system is live and is in excess of \$1M. Takes place in 18 – 24 months.
- Adjusted license counts according to Hallmark's actual usage: Needed to fit their model. Please see the following descriptions.
 3. Oracle Human Resources – All full-time, part-time and retired persons
 4. Oracle Payroll – All full-time and part-time persons. Does not include retirees who are paid by ADP and won't access Oracle Payroll
 7. Oracle Advanced Benefits – All full-time, part-time and retired persons, minus 15,000 Retail Merchandisers who don't receive any benefits and won't access OAB
 8. Oracle Self Service HR – all persons who have internet access. Employees who work in plants have no internet access and won't access the self service application
 9. Oracle Time and Labor – All full-time and part-time persons. Excludes retirees who won't access OTL
 10. Oracle iRecruitment – All full-time and part-time persons. Excludes retirees who won't access iRecruitment

11. Oracle HR Intelligence – All full-time and part-time persons.

Recommendation: *(leave blank for HQAPP to fill out)***Submitted By:** *(fill in rep name and AVP name here)***Field RM name if submitted by OracleDirect:****R:** *(leave blank for HQAPP to fill out)***C:****L:****A:****BP:**

PLEASE NOTE THAT HQAPP WILL NOT REVIEW ANYTHING BELOW AND NOTHING BELOW WAS CONSIDERED FOR THEIR APPROVAL. ONLY DETAILS IN THE REQUEST SECTION (SECTION I) ABOVE WERE CONSIDERED IN THE APPROVAL GRANTED.

SECTION IV – Computer and Admin Services:

If Computer and Administration Services or Administration Services are being ordered please provide information below:

Does this deal include Phased Implementation? yes	
License minimums met at each implementation phase? yes	
Computer and Administration or Administration Services hosting minimums met at each implementation phase? yes	
Does this deal have a subset of users? No	
What is the entire License set? What is the justification for a subset?	
Standard Ordering Document Terms? yes	
Standard pricing? Yes	
Is Customer using the Certified Configuration (applies to Admin only)? Yes	
Administration Services or Computer and Administration Services: computer and admin	
Applications or Technology or both: both	
Customer email address (required): ebalza1@hallmark.com	
Service Implementer (required): OCS	
For existing licenses - (NOTE: Validation of existing licenses and support must be obtained from licmgmt@us.oracle.com)	CSI Number _____ Original License Agreement _____ Original Order Entry No. _____ Date of Original License Purchase _____
Are additional users being purchased for applications that are already hosted? no	
Is this purchase of Administration Services or Computer and Administration Services by a customer who is purchasing Outsourcing for additional products which were not previously hosted? no	
Are any self-service apps for use outside the firewall being purchased? No	
Did customer purchase FastForward OnLine Financials RPM (5 day implementation preconfigured general ledger)? no	
Is customer purchasing an iLearning Subscription? No	

SECTION V – Ordering Document Details**Instructions - Fill in all sections completely.**

APPROVAL REQUIREMENTS - Refer to the Approval Matrix at <http://esource.oraclecorp.com>

PRICING REQUIREMENTS – Refer to Price List and Price List Supplement for minimums and prerequisites.

PRICING SPREADSHEET – Include a pricing spreadsheet showing all products, quantities, license types, pricing, and discounts. Indicate if discount for drafting contract differs from approved discount.

MIGRATIONS - If your deal contains a migration, you must submit a Migration Worksheet to the ELM (eBusiness License Migrations) team. Refer to <http://nafo.us.oracle.com> under the Contract Management tab and e-Business License Migrations header to download the spreadsheet and for additional information.

Note: All business approvals & quotes are valid through the quarter they were approved, unless a formal RFP or Tender requires a longer validity period.

General Information	
Contract requested by (insert date): After all approvals are obtained - Allow 24 hours for standard contracts and 48 hours for non-standard contracts.	8/09/03
Opportunity I.D. (OSO Number):	945454
Is this a ship order?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Deal Structure (indicate Direct, Pass-Through, Sublicense, or Trial License):	direct
Is this deal the result of a compliance issue that LMS has been involved in?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does deal contain new licenses with an <i>approved</i> non-supported license type (i.e. metric is not nor ever has been on Oracle's price list):	<input type="checkbox"/> Yes (specify non-supported license type and eBusiness license type used to determine conversion) <input checked="" type="checkbox"/> No
Quote Valid Through (insert date):	8/31/03
PREMIUM SERVICES:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
INCIDENT PACKS:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
INTERNATIONAL: Requires an International Notification Form to be forwarded to your manager, contract specialist, and NASINFO or OGEHINFO.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Payment Terms:	<input checked="" type="checkbox"/> Net 30 <input type="checkbox"/> Other (Specify)
Referenced Agreement:	<input type="checkbox"/> New OLSA <input checked="" type="checkbox"/> Other (Specify) SLSA 41360-31-MAR-95

Customer and Administrative Information – all fields must be filled in	
Customer's EXACT Legal Name:	Hallmark Cards
Business Address:	2501 McGee Street
City / State / Zip:	Kansas City, MO 64141
Customer Contract Admin:	Ed Balzano
Phone #:	816-274-8299
Fax #:	816-274-3199
E-mail ID:	<u>Ebalza1@hallmark.com</u>
Billing Contact:	Ed Balzano
(Partner/VAD if Indirect):	
Address:	2501 McGee Street
City / State / Zip:	Kansas City, MO 64141
Phone #:	816-274-8299
Fax #:	816-274-3199
E-mail ID:	<u>Ebalza1@hallmark.com</u>
Tax Status :	Exempt ____ (Need certificate for ship to state if not on Oracle's Tax Exemption Log)
	Non-Exempt <u>x</u>
Shipping Contact:	Ed Balzano
Address:	2501 McGee Street
City / State / Zip:	Kansas City, M O 64141
Phone #:	816-274-8299
Fax #:	816-274-3199
E-mail ID:	<u>Ebalza1@hallmark.com</u>
Technical Support Contact:	Jeff Allen
Address:	2501 McGee Street
City / State / Zip:	Kansas City, MO 64141
Phone #:	816-274-4092
Fax #:	
Email ID:	<u>Jallen1@hallmark.com</u>

Education (EPPC)	
Education Prepaid Credit Amount:	\$ _____
Education Discount:	_____ %
Education Revenue:	\$ _____
Education Sales Rep:	

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PROCESSOR/NAMED USER PROGRAMS/COMPUTER PROGRAMS (REQUIRED INFORMATION)

Make and Operating System required for each program:

Make: Dell

OS: Linux

PROGRAMS:

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Applications			
Will applications be modified:	Yes	<input checked="" type="checkbox"/> No	
Will users be accessing modified Apps from the web:	Yes	<input checked="" type="checkbox"/> No	
Have all prerequisites been included:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
Will users use Fast Forward RPM:	Yes	<input checked="" type="checkbox"/> No	
Will applications be hosted:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
Indicate database that Apps will run on:	Oracle 9i		
Indicate CSI for existing prerequisite database and tools:			

Options not requiring HQAPP, Tier 1, or Tier 2 Approval	
(1)	
(2)	
(3)	
(4)	

Internal Administrative Information	
Applications Sales Manager	Nancy Ghormley
Technology Sales Manager	Anne Johnson
OracleDirect Rep	Mike Davenport
Support Renewals Rep	Heidi Fischer
Is there a teaming agreement?	<input type="checkbox"/> Yes (if yes, list all appropriate reps) <input checked="" type="checkbox"/> No
Requester:	Name: Nancy Ghormley Business Telephone: 314-984-5426 Cell Phone: 314-422-2533